While we're waiting, sign our pledge to Share the Road.

We only email you if you win (no email lists!)

Two winners drawn each month for an Amazon gift card.
Share the Road
A Driving and Pedestrian Safety Program

Presented by: Noelle Santos

825 Georges Rd. 2nd floor
North Brunswick NJ, 08902
Office: 732-745-0200
Helpline: 800-669-4323
nsantos@bianj.org
BIANJ.org
About BIANJ

- Our mission is to improve the quality of life for anyone impacted by brain injury by providing support, advocacy, and information, while promoting brain injury prevention.

- For more info visit BIANJ.org

For more info visit BIANJ.org
Before we start... survey time!

Raise your hand if you know someone who has had a brain tumor before
Raise your hand if you know someone who has suffered a stroke before
Raise your hand if you know someone who has suffered a concussion before

Surprise... these are all considered brain injuries
Definition of brain injury

**Acquired brain injury (ABI):** is an injury to the brain that has occurred after birth (stroke, brain tumor, aneurism, etc.)

**Traumatic brain injury (TBI):** is an insult to the brain caused by an external physical force (falling downstairs, car crash)
Trivia! Question 1

How often does a traumatic brain injury occur in the United States?

A) Every 60 minutes
B) Every 4 days
C) Every 7.5 hours
D) Every 21 seconds
How often does a traumatic brain injury occur in the United States?

A) Every 60 minutes
B) Every 4 days
C) Every 7.5 hours
D) Every 21 seconds
Silent epidemic

1 hour = 180 TBIs

12-15,000 per year in NJ

5.3 million Americans are living with a TBI
Our brains control everything we do!

- Thinking
- Feeling
- Doing
Car crashes are one of the many causes of Traumatic Brain Injuries
Shared Responsibility
The reason crashes occur is often the last failure in the causal chain of events leading up to the crash.

94% of crashes are preventable.

NHTSA
Critical Reasons for Crashes (NHTSA)

- **Driver related:**
  - **Recognition Error:** driver inattention, internal and external distractions, inadequate surveillance (*not scanning for pedestrians*)
  - **Decision Error:** speed, false assumption of others, misjudgement of gap or others’ speed

- **Environmental:** Slick roads (ice, loose debris, etc.)

- **Vehicle related:** Tires/wheels and Brake Related
What can we do as drivers to be safe?
Avoid Distractions
There are 3 types of distracted driving. Let’s talk about it
Visual

- **Visual**: anytime eyes are taken off the road

- Examples:
  - Checking a Snapchat or Tik Tok notification
  - Looking at your phone to figure out directions
  - Dropping something and looking to see where it fell
Trivia! Question 3

It takes an average of 4-5 seconds to read a text. How far do you think you travel in that amount of time at 50 MPH?

A) 10 ft  B) 100 ft
C) 100 yds  D) 1000 yds
Trivia! Question 3

It takes an average of 4-5 seconds to read a text. How far do you think you travel in that amount of time at 50 MPH?

A) 10 ft  
B) 100ft  
C) 100 yds  
D) 1000 yds

Did you know 100 yards is equivalent to the length of a football field?
Taking hands off the wheel to do something else

Examples:
- Turning the volume down
- Change a song
- Getting something out of your backpack
- Eating or drinking
- Combing your hair
Taking your focus off driving – not paying attention, emotionality

Examples:
- Stressed because you have a test
- Stressed in general
- Thinking about a meet you have for track at the end of the day
- DAYDREAMING!!!!
Spot the distraction!
Discussion

Visual, manual, cognitive distractions

We see how easy it is to get distracted before even realizing it!
Multitasking – why is it so dangerous

Human brains do not perform two tasks at the same time: it handles tasks sequentially, switching between one task and another.

Brains can juggle tasks very rapidly, although this is NOT what we would consider multitasking.

National Safety Council
CAN THEY SEE YOU?
‘THERE ARE NO WORDS’: THREE KIDS FROM SAME FAMILY STRUCK, KILLED AT INDIANA SCHOOL BUS STOP

One day study in Montclair – how many people passed busses?
It’s not just you who might be distracted.

Drivers with children in the back  
Pedestrians  
People lost or looking for directions  
And more!

Stay focused and control what goes in inside our own cars
Next, let’s talk about impaired driving

- Alcohol
- Legal drugs – prescriptions
- Illegal drugs
- Driving drowsy
New NJ Law: “All Offender State”

First time offenders with a BAC of .08 or greater must get a car breathalyzer/interlock for a period of at least 30 days. Vehicle will lock must wait up to 30 minutes before trying again.
Now, let’s talk about speeding...
For more than two decades, speeding has been involved in approximately one-third of all motor vehicle fatalities. In 2020, speeding was a contributing factor in 29% of all traffic fatalities.

CHOP, 2023
Agree or Disagree

10 mph makes a big difference in a crash
Speed Matters

Hit by a vehicle traveling at **20 MPH**
9 out of 10 pedestrians survive.

Hit by a vehicle traveling at **30 MPH**
5 out of 10 pedestrians survive.

Hit by a vehicle traveling at **40 MPH**
only 1 out of 10 pedestrians survives.
<table>
<thead>
<tr>
<th>M.P.H. OVER LIMIT</th>
<th>SPEEDING: POSTED ZONE</th>
<th>SPEEDING: CONSTRUCTION ZONE</th>
<th>SPEEDING: POINTS ON RECORD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – 9 m.p.h.</td>
<td>$85.00</td>
<td>$140.00</td>
<td>2 Points</td>
</tr>
<tr>
<td>10 – 14 m.p.h</td>
<td>$95.00</td>
<td>$160.00</td>
<td>2 Points</td>
</tr>
<tr>
<td>15 – 19 m.p.h.</td>
<td>$105.00</td>
<td>$180.00</td>
<td>4 Points</td>
</tr>
<tr>
<td>20 – 24 m.p.h.</td>
<td>$200.00</td>
<td>$360.00</td>
<td>4 Points</td>
</tr>
<tr>
<td>25 – 29 m.p.h.</td>
<td>$220.00</td>
<td>$380.00</td>
<td>4 Points</td>
</tr>
<tr>
<td>30 – 34 m.p.h.</td>
<td>$240.00</td>
<td>$400.00</td>
<td>5 Points</td>
</tr>
<tr>
<td>35+ m.p.h.</td>
<td>$260.00</td>
<td>$420.00</td>
<td>5 Points</td>
</tr>
</tbody>
</table>
Speaking of laws…
NJ DRIVER ALERT: NEW SAFE PASSING LAW

SLOW DOWN.
MOVE OVER.
PASS WITH CARE.

4 FEET. IT’S THE LAW.
We share the road with more than just cars
Seat belts

- Save 15,000 lives a year
- Seat belt use is at 90% in U.S

NHTSA 2018
Most common type of car crash:

SAME DIRECTION, REAR-END
Is pedestrian safety an issue in New Jersey?
Heads up, use crosswalks, wait for the walk.
They learn by watching us
LOOK INTO MY EYES
TRUE or FALSE

When cars have a green light or green turn arrow, pedestrians also have the WALK signal
TRUE
Pedestrian safety is a two-way street.
Walk facing traffic

Bike with traffic
Be extra cautious at night

Anyone know the law?
Reflective tape
Be the safe friend. Lead by example!